



MINUTES OF PUBLIC ART COMMISSION MEETING OF NOVEMBER 30, 2005

(Revised: 2/7/06)

DATE: Wednesday, November 30, 2005
TIME: 7:00 p.m.
PLACE: City Hall, 2263 Santa Clara Avenue, Third Floor, Room 360
Alameda, CA 94501

1. Roll Call: The meeting was called to order at 7:05 p.m.

Present: Chair (C) Huston, Vice Chair (VC) Lee, Committee Members (CM) Cecilia Cervantes (late), and Peter Wolfe

Absent: Committee Member (CM) K.C. Rosenberg

Staff: Christina Bailey, Secretary, Public Art Commission
Christa Johnson, Assistant to the City Manager (A2CM)

2. Approval of Minutes

A. Minutes of Meeting on September 28, 2005

CM Wolfe asked that the following be added at the end of the change in item 2A paragraph 1, "and that it should be done at a publically accessible area."

C Huston asked that the following change be made to item 5A paragraph 3, "He went on to explain that South Shore Shopping Center will be in a Craftsman style, indigenous to the area." C Huston asked that the following be added to paragraph 7, "She went on to state that opportunities for innovation can be used in subtle ways through material and scale for instance."

C Huston asked that the following change be made to item 5F paragraph 2, "C Huston now states that the list could be edited to art organizations, art publications, and Alameda/Oakland artists."

C Huston asked that the following change be made to item 7 paragraph 2, "C Huston stated that at least four (4) weeks are needed to be published, and six (6) weeks to run in order to generate more applications."

M/S/C **Lee/Wolfe** (approved)

"That Minutes of Public Art Advisory Committee Meeting on September 28, 2005 be approved with changes."

Approved (3) – Huston, Lee, Wolfe
Absent (2) – Cervantes, Rosenberg

3. Oral Communications

(Any person may address the Committee in regard to any matter over which the Commission has jurisdiction or of which it may take cognizance that is not on the agenda.)

Linda, the Community Relations representative from Wind River attended as an observer. She stated that she was collecting information on the responsibilities of various art organizations throughout Alameda. She expressed Wind River's interest in creating a relationship with local artists and organizations. The company would like to have on-site exhibitions, but would be limited to only public receptions.

4. Written Communications - NONE

5. Old Business

A. Update on Alameda Towne Centre – (*Discussion Item*)

- Tad Savinar, Art Consultant, Harsch Investment Properties

Tad Savinar updated the PAC on public art at Alameda Towne Centre. He expressed a desire to clarify some issues that arose during a previous phone conversation with the PAC. He displayed two life-size drafts of panels for the John Laursen Project. He explained that the artist has visited Alameda in order to conduct research. The panels will be full color (tonation of the era), baked enamel; each will have title block. The artist will likely start the project with twelve panels, with hopes of adding more.

C Huston asked if the panel project would be a historical, informative, well-executed storytelling thing, or would it be art. Mr. Savinar stated that the project would be historically informative. C Huston questioned the project's conceptual depth. CM Wolfe interjected that a good narrative could make a difference in the final product. Mr. Savinar added that the proposed subjects do not include images of parks or families, and most are taken around the turn of the 20th century. CM Cervantes stated that families are changing, and this diversity would be good to capture. C Huston stated that the project does not have to tell all the stories of Alameda; it does not have to be all things to all people. She went on to ask the PAC if a historically based, design focused project is acceptable.

CM Wolfe stated that art can take a narrative form. CM Cervantes added that one of the program's missions was to provide opportunities for lifelong learning, and this project passes information on to the centre's visitors. VC

Lee suggested that the panel project be given a title and subtitle, in order to pull the series of images together. She went on to state that if this project were a book, it would have a title. CM Wolfe asked if ADA standards for print size and height of posted items applied to this project. Mr. Savinar stated that according to Federal Guidelines, those standards do not apply to public art.

Another artist the client is considering is John Buck. He is a sculptor of human scaled pieces, who would create one or two figurative pieces cast in bronze. C Huston remarked on the similar nature of Buck's work to that of Michael Carey, an artist working with the New Main Library. Despite being similar to Carey's, C Huston stated that Buck's work does have a sophistication and complexity to it. She stated that part of the goal set by the Guidelines is to give Alameda a keen range.

In closing, Mr. Savinar's assumption was that the panel project would continue with an emphasis on developing a conceptual thread. In reference to the Buck piece, Mr. Savinar understands that the piece needs to be different from the Carey piece; the pieces with stronger geometric design are intellectually more interesting. CM Wolfe thanked Mr. Savinar for coming before the PAC early on in the process.

B. Presentation on Bridgeside Shopping Center – (*Discussion/Action Item*)

- Barbara Price, CEO / PK Consultants, Inc.

Barbara Price explains that PK Consultants, Inc. is involved in government and community outreach and affairs; their role is to work with the community on the process and do outreach for their clients. C Huston asked if an art consultant had been chosen for the project. Ms. Price stated that an art consultant was not hired, since her client is using existing, nautical pieces.

Bruce Qualls, developer for Regency Centers, shared that the center's anticipated opening is in Fall 2006. It has been a complicated process that started in 2000, involving the San Francisco Bay Conservation and Development Commission (BCDC) as well as the Army Corps of Engineers. He stated that the Bay Trail will run along the frontage of the property, and will be landscaped.

Clay, architect for Regency Centers, stated that representatives from both BCDC and the City of Alameda's Planning and Building Department suggested that focal points be created throughout the center. Three focal points are being proposed, which will feature interpretive signage about the history of the channel. There will be an anchor, a bollard and mast, and a propeller and cleats. In addition to these pieces, an amphitheater is being proposed for the corner of the property closest to the Fruitvale Bridge. CM Cervantes inquired as to the capacity of the amphitheater; Clay stated approximately 25 people, depending on the event.

Ms. Price stated that the performance area was suggested by BCDC, as a multi-use area; they wanted to encourage the use of the area in relation to its setting at the foot of the Fruitvale Bridge. C Huston explained that an item that meets requirements for BCDC does not necessarily meet the requirements set by the Public Art Ordinance and Guidelines.

C Huston asked the Bridgeside team how placing nautical elements makes them art. Clay stated that they are items of interest, which enhance the environment and one's experience of it. CM Wolfe stated that the pieces are very interesting artifacts to the project, but are not clearly being presented as art. The intent and theme of the pieces is good, but they really do not fit into the Guidelines. Mr. Qualls shared that at one time, they thought of welding all the items together into one massive piece.

Mr. Qualls stated that the Public Art budget for the project is approximately \$35,000. A2CM Johnson inquired as to how that figure was calculated. Mr. Qualls stated that the project is \$17 million, there is a 22,000 increase in square footage (21% difference), and the Public Art requirement is 1% of the total cost. C Huston explained that if their allocation is \$35,000, then that amount needs to be clearly used for Public Art.

C Huston offered suggestions for meeting their Public Art requirement. The center could sponsor concerts for the next two years; a performance schedule would be acceptable. It could sponsor a residency program to bring in artists on a regular basis to work on salvage and pay them \$5,000/year for the next seven years; those pieces could then be displayed throughout the center. She shared that an artist landscaped the Getty Gardens in Malibu, in such a provocative way, that one does not see a garden.

C Huston expressed her appreciation in seeing a client consider the community in their concept.

C. Update on Civic Center Parking Structure Art Project – (*Oral Report*)

The group for a Megaplex-Free Alameda filed a lawsuit on Monday, October 3. The suit, filed in Alameda Superior Court, is an effort to require the City of Alameda to perform a full Environmental Impact Report (EIR) on the proposed 7-screen Cineplex and parking garage as required by law.

As a result, Development Services is delaying the issuance of the Public Art RFP for the garage until the Call for Bids for the garage and the rehab of the theater (January 2006) are sent out. Letters were sent out to the finalists informing them of the delay.

D. Revised Art Organization List – (*Oral Report*)

A revised list of Art Organizations was given to the PAC for review. The revised list contains art organizations throughout California. In comparison, the revised list saves \$170.00 in postage per mailing.

C Huston expressed a concern that a letter sent to some of the included organizations would be a letter lost. She stated that one of the PAC members should take the lead and find the appropriate organizations. She suggested that either CM Rosenberg or herself assume this task.

6. New Business

A. Update on Washington Park Recreation Building – (*Oral Report*)

A conceptual drawing of the new Recreation Building at Washington Park was presented at the September 15 meeting of the Recreation & Park Commission. Patrick Russi, Recreation Supervisor, stated that ARPD would come before the PAC in early 2006 to present their plan for public art on the site.

B. Update on Harbor Island Community Center – (*Oral Report*)

Barbara Price represents Kennedy Wilson, the new owners of the Harbor Island Apartments. The complex will be market-rate, family-oriented apartments. Buildings will have upgraded textures and materials; buildings will no longer be flat along the top. Residents should be back in the units by the end of the first quarter 2006.

Ms. Price asserts that Kennedy Wilson is committed to the arts. They asked the College of Alameda for a referral, in hopes of commissioning an artist to create a freestanding sculpture. They have also adopted Chipman Middle School.

The Clubhouse/Community Center has been submitted for approval. It will be 6000 sq. ft. in total: 4000 for public space and 1500 for leasing office and restrooms (for pool). The Clubhouse is anticipated to open by October 2006.

C Huston inquired as to whether the community center will be for the public, or only for residents of the complex. Ms. Price stated that the center could be available for groups from the community to use. The client is looking to make available the center for community-based organizations for meetings, as long as it does not usurp resident-oriented events. C Huston stated that the Guidelines would not be met by having artwork inside a building, which is not available to those living outside the complex. Ms. Price explained that the client has discussed hosting two or three shows for Frank Bette Center for the Arts, or hosting receptions for new artists. C Huston stated that the public art

needs to infiltrate and benefit the public in some way. It needs to provide something bigger that the Frank Bette Center could or would not have done themselves, like bringing in an important exhibition or being able to curate it. Ms. Price asked if the client could sponsor an event off-site; C Huston answered in the affirmative.

Ms. Price explained that the new name of the complex would be Summer House Apartments, which comes from the historical context of Alameda being the summer home for San Francisco residents.

C. Update on Bayport Community Center – (*Oral Report*)

This is a joint project between the City of Alameda (ARPD) and the Alameda Unified School District (AUSD). The building will belong to ARPD and the property belongs to AUSD. As of right now, plans are being developed and a bid package is being compiled. This project could be exempt from public art if the City chooses to appeal. Based on the current budget, it is unclear as to whether or not there will be sufficient funding for public art on the site.

7. Subcommittee Reports - NONE

- Theater & Garage Project – CM's Cervantes and Rosenberg

8. Commissioner Communications

PAC discussed the idea of providing applicants with more detailed information in the Guidelines regarding expectations of art quality, quantity of seating at venues, etc.

C Huston suggested that the PAC take the provided 2006 Meeting Schedule home to compare it to their schedules and bring back for review during the January meeting.

9. Upcoming Meeting Dates

- **December Meeting – CANCELLED**
- **Wednesday, January 25, 2006**

10. Adjournment: The meeting adjourned at 8:45 p.m.